

JEWELRY

Chanel stages martial arts duel to pinpoint J12 favorite

January 20, 2017



Promotional image for Chanel's J12 timepieces in white and black

By STAFF REPORTS

French atelier Chanel is dueling it out to determine which of the J12 ceramic timepiece variations will win out over the other.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Chanel's J12 timepiece is longtime fan-favorite, embodying modern and casual elegance in white or black ceramic. In its promotional effort for the timepieces, Chanel asks consumers to pick a side, J12 Black or J12 White, with help from twin martial artists.

Fight club

In the battle between J12 Black and J12 White, Chanel states that there is one rule, the iconic design.

Chanel has filmed two 22-second videos of twin models dueling in a style of martial arts. The women are dressed in very similar, but different outfits, one in white and the other all in black, and with the exact same hairstyle.

In the first black-and-white video, J12 White wins over J12 Black. J12 White extends both her arms, almost touching J12 Black's neck, showing off her timepiece as she wins the match.

The final martial arts scene shows J12 White practicing her moves alone. Her movements are reminiscent of the hands of a watch moving as they keep time.

Chanel's film ends with a closeup on the J12 White timepiece against a black background before both watches are shown, and a hand appears to select the white version.

J12: The Duel Round 1 - Chanel

In Round 2, plays our in the same manner, but the J12 Black wins the duel and is selected as the video wraps. The second video can be viewed on Chanel's YouTube [page](#).

On Facebook, Chanel has prompted a conversation among its followers, with brand enthusiasts commenting on which J12 version they own or prefer. This informal poll may assist Chanel in future planning for the J12 watch collection.

Playing off the black and white designs of the J12 collection is common for Chanel.

Most recently, Chanel promoted its J12 timepiece offerings in a black-and-white graphic novel housed on Vogue's homepage.

The sponsored graphic novel's first episode, launched Nov. 23 for readers in the United Kingdom before global distribution, was written by Elizabeth Wood and illustrated by Rafael Grampa. The narrative follows a detective, crime story arch with the J12 at its center ([see story](#)).

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.